

# WDAF - TV - Issue Ad Public File Checklist

1. Mo PMCSA  
Name of Sponsoring Organization
2. Accepted: X Rejected: \_\_\_\_\_ (mark one)
3. Class of Time: Issue
4. \_\_\_\_\_  
Flight dates and times
5. \_\_\_\_\_  
Rate charged
6. PROP B  
Description of Issue
6. 205 E. CAPITOL AVE  
Address of Sponsoring Organization
- Jefferson City MO 65101
7. 573-635-7117  
Telephone Number of Sponsoring Organization      Email Address
8. \_\_\_\_\_  
Sponsor's Officers/Directors/Executive Committee
- CHRIS KEMPLE      PRESIDENT
9. \_\_\_\_\_  
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ✓ No \_\_\_\_\_
- [Signature]  
Name      Date



WDAF-TV

## ORDER

Print Date 10/15/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

Contract / Revision 583233 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
MISSOURI PMCSA

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C16C22

Alt Order # 09842331

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 25% Market Value 73500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	18375
KCWE	%	0
KMBC	25%	18375
KMCI	%	0
KPXE	%	0
KSHB	25%	18375
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$15,618.75	\$18,375.00	0.00	10/01/12	10/22/12	19	\$15,618.75	\$18,375.00
Totals	19	\$15,618.75	\$18,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 2	4	10/17/12	10/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1		\$500.00		0.00			
E 3	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1		\$500.00		0.00			
E 4	4	10/19/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1		\$500.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	4	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$500.00		0.00			
E 7	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$500.00		0.00			
E 8	4	10/18/12	10/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$500.00		0.00			
E 9	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$500.00		0.00			
E 10	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$500.00		0.00			
E 12	4	10/18/12	10/18/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$375.00		0.00			
E 14	4	10/17/12	10/17/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$825.00		0.00			
E 15	4	10/18/12	10/18/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$825.00		0.00			
E 16	4	10/19/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$825.00		0.00			
E 17	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$825.00		0.00			
E 18	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 7A SUN															



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Contract / Revision 583233 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 18	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 7A SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 21	4	10/17/12	10/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,800.00		0.00			
E 22	4	10/18/12	10/18/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00			
E 23	4	10/19/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,800.00		0.00			
E 24	4	10/22/12	10/22/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00			
E 25	4	10/16/12	10/16/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (7:00 PM-10:30 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
NLCS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$3,000.00		0.00			
													Totals	10	\$18,375.00



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## ORDER

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Flight Dates 10/16/12-10/22/12

Contract / Revision 583233 /

Original Date / Revision  
10/16/12 10/16/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
MISSOURI PMCSA

Agency Com 15%

Billing Contact  
814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C16C22

Alt Order # 09842331

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 25% Market Value 121500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	30375
KCWE	%	0
KMBC	25%	30375
KMCI	%	0
KPXE	%	0
KSHB	25%	30375
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	23	\$25,818.75	\$30,375.00	0.00
Totals	23	\$25,818.75	\$30,375.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	23	\$25,818.75	\$30,375.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	4	10/17/12	10/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$500.00		0.00						
3	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$500.00		0.00						
4	4	10/19/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$500.00		0.00						

Contract / Revision 583233 Flight Dates 10/16/12-10/22/12



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Contract / Revision 583233 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
18	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
NEWS 7A SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00				
21	4	10/17/12	10/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$1,800.00		0.00				
22	4	10/18/12	10/18/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00				
23	4	10/19/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--					1	\$1,800.00		0.00				
24	4	10/22/12	10/22/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00				
25	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (7:00 PM-10:30 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
NLCS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---					1	\$3,000.00		0.00				
N26	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	2	\$3,000.00	1	0.00	NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---					2	\$3,000.00		0.00				
N27	4	10/19/12	10/19/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	----F--	:30	2	\$3,000.00	1	0.00	NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--					2	\$3,000.00		0.00				
														Totals	23	\$30,375.00



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## ORDER

Print Date 10/17/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 584150 /

Original Date / Revision  
10/17/12 10/17/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

MISSOURI PMCSA

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C29

Alt Order # 09842332

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority DEFAULT

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 23% Market Value 95108

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	23777
KCWE	2%	1902
KMBC	25%	23777
KMCI	%	0
KPXE	%	0
KSHB	25%	23777
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$15,937.50	\$18,750.00	95.70	10/01/12	10/28/12	20	\$15,937.50	\$18,750.00
November 2012	3	\$2,656.25	\$3,125.00	14.00	10/29/12	10/29/12	3	\$2,656.25	\$3,125.00
Totals	23	\$18,593.75	\$21,875.00	109.70					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/23/12	10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	3.50	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$500.00		3.50			
E 2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	3.50	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$500.00		3.50			
E 3	4	10/25/12	10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	3.50	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	4	10/25/12	10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	3.50	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$500.00		3.50			
E 4	4	10/26/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	3.50	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$500.00		3.50			
E 5	4	10/29/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	3.50	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		3.50			
E 6	4	10/23/12	10/23/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$500.00	1	3.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$500.00		3.00			
E 7	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	3.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$500.00		3.00			
E 8	4	10/25/12	10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	3.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$500.00		3.00			
E 9	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	3.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$500.00		3.00			
E 10	4	10/23/12	10/23/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$375.00	2	4.30	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$375.00		4.30			
E 11	4	10/25/12	10/25/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$375.00	1	4.30	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$375.00		4.30			
E 12	4	10/23/12	10/23/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$825.00	BART	4.70	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$825.00		4.70			
E 13	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	4.70	NM	1	\$825.00
NEWS															

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	4.70	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$825.00		4.70						
E 14	4	10/25/12	10/25/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$825.00	1	4.70	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$825.00		4.70						
E 15	4	10/26/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$825.00	1	4.70	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$825.00		4.70						
E 16	4	10/29/12	10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$825.00	1	4.70	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$825.00		4.70						
E 17	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$500.00	1	4.10	NM	1	\$500.00
NEWS 7A SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$500.00		4.10						
E 18	4	10/23/12	10/23/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	5.80	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,800.00		5.80						
E 19	4	10/24/12	10/24/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$1,800.00	1	5.80	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,800.00		5.80						
E 20	4	10/25/12	10/25/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$1,800.00	1	5.80	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,800.00		5.80						
E 21	4	10/26/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	5.80	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,800.00		5.80						
E 22	4	10/29/12	10/29/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,800.00	1	5.80	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,800.00		5.80						
E 23	4	10/25/12	10/25/12	World Series World Series on FOX	CM-All	6p-CC	---T---	:30	1	\$3,000.00	1	15.00	NM	1	\$3,000.00
WORLD SERIES															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 23	4	10/25/12	10/25/12	World Series	CM-All	6p-CC	---T---	:30	1	\$3,000.00	1	15.00	NM	1	\$3,000.00
				World Series on FOX											
				WORLD SERIES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---T---		1		\$3,000.00		15.00					
														Totals	23 \$21,875.00